Data Quality - The Complete Course

Duration: 8 hours

Course Overview:

Learn quickly with my Data Quality Management course that covers the latest best practices from the Data Industry

The course is structured in such a way that makes it easy even for absolute beginners to get started!

This course will give you a deep understanding of the Data Quality Management discipline by using hands-on, contextual examples designed to showcase *why* Data Quality is important and *how* how to use Data Quality principles to manage the data in your organization.

In this Data Quality course you will learn:

· What is Data Quality

· What is Data Quality Management

· Why is Data Quality Important and how it affects your business

· What are the different Data Quality Dimensions

· What are Data Quality Rules

· Profiling

· Data Parsing

· Data Standardization

· Identity resolution

· Record linkage

· Data cleansing

· Data enhancement

· What is the Data Quality Process

· What are the different Data Quality Roles

· Data Quality Tools and their importance

· Data Quality Best practices

... and much, much more!

Target Audience:

- **Professionals working in a data organization**

- **Professionals that want to understand what is Data Quality and how it can help their organization**
- **Data Management professionals**
- **Management that wants to gain knowledge in the importance of Data Quality Management**
- **Anyone that wants to learn about Data Quality and add another skill to their resume**

Module 1: Introduction

- **Introduction**
- **Download the Course Resources**
- **Certificate of Completion - how to get it**

Module 2: The Basics

- **What is Data Quality?**
- **What is Data Quality Management?**
- **The Impact of Poor Data Quality**
- **Estimations on Cost of Poor Data Quality**
- **Data Quality Issue from real world case studies**
- **Why do we have bad data?**

Module 3: 6 Key Data Quality Dimensions

- **What is a Data Quality Dimension?**
- **Data Accuracy**
- **Data Validity**
- **Data Timeliness**
- **Data Completeness**
- **Data Uniqueness**
- **Data Consistency**

Module 4: Data Quality Rules

- **What are Data Quality Rules**
- **Steps to Implement your own Data Quality Rules**
- **Example of implementing Data Quality Rules**
- **Data Quality Rules - Example 2**

Module 5: Data Quality Techniques/Tools

- **Data Profiling - What is it?**
- **Data Profiling - use cases**
- **Data Parsing**
- **Benefits of Data Parsing**
- **Data Standardization**
- **Identity Resolution**
- **Identity Resolution Process**
- **Identity Resolution Benefits**

- **Data Linkage**
- **Data Cleansing**
- **Data enhancement**
- **Data inspection and monitoring**

Module 6: Data Quality Roles

- **Data Quality Roles intro**
- **Data Quality Manager**
- **Data Quality Analyst**
- **Data Owner**
- **Data Steward**
- **Data Custodian**
- **Data consumer**

Module 7: Data Quality Process

- **The Data Quality Management process**
- **Step 1 - Define the Data Quality Improvement goals**
- **Step 2 - Data Profiling**
- **Step 3 - Conduct Data Quality Assessment**
- **Step 3 addition - Using Root Cause Analysis Tools**
- **Step 4 - Resolve Data Quality Issues**
- **Step 5 - Monitor and Control**

Module 8: Data Quality Tools

- **Why Data Quality Tools are important?**
- **What is important in a Data Quality Tool?**
- **The Magic Quadrant for Data Quality Solutions by Gartner**
- **Informatica**
- **IBM**
- **SAP**
- **Talend**
- **Precisely**
- **Ataccama**
- **How to choose the right Data Quality Tool?**

Module 9: Optional Section – Data Governance

- **Why invest time learning about Data Governance?**
- **What is the difference between Data Governance and Data Quality**
- **Data Governance Definition**
- **Why do you need Data Governance**
- **Data Governance Gone Wrong**
- **Data Governance Core Principles**
- **Data Governance Roles & Responsibilities**

Module 10: Data Quality Best Practices

- **Top 5 Best Practices to implement**

Module 11: What Next

- **Thank You**
- **Bonus Lecture**